

Message Text

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PAGE 01 LONDON 04624 211409Z
ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 PM-04 H-01 INR-07 L-03
NSAE-00 NSC-05 PA-01 PRS-01 SP-02 SS-15 USIA-06
TRSE-00 EURE-00 SIL-01 LAB-04 /063 W
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P R 211241Z MAR 77

FM AMEMBASSY LONDON
TO SECSTATE WASHDC PRIORITY 1756

INFO SECDEF

AMEMBASSY BONN
AMEMBASSY BRUSSELS
AMEMBASSY COPENHAGEN
AMEMBASSY DUBLIN
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
AMEMBASSY PARIS
AMEMBASSY ROME
USMISSION EC BRUSSELS
USMISSION NATO BRUSSELS
USMISSION OECD PARIS
AMCONSUL EDINBURGH
AMCONSUL BELFAST

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E.O. 11652: N/A

TAGS: PINT, PGOV, UK

SUBJECT: RECENT OPINION POLL DATA SHOWS CONSERVATIVE LEAD

REF: LONDON 4578

1. THE GALLUP MID-MARCH OPINION POLL GAVE THE CONSERVATIVE PARTY A 16 1/2 PERCENT LEAD OVER THE LABOR PARTY IN TERMS OF VOTER PREFERENCE (UNDECIDED RESPONDENTS EXCLUDED). THIS COMPARES WITH A 12 1/2 PERCENT TORY
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LEAD IN THE FEBRUARY POLL. OVERALL, GALLUP SHOWED: CONSERVATIVE, 49 1/2 PERCENT; LABOR, 33 PERCENT, LIBERALS, 13 PERCENT; AND OTHER PARTIES, 4 1/2 PERCENT. THE GALLUP RESULTS WERE BASED ON A QUOTA SAMPLE OF 985 RESPONDENTS.

2. A MARKET AND OPINION RESEARCH INTERNATIONAL (MORI)

POLL, PUBLISHED MARCH 21 IN THE DAILY EXPRESS' INDICATES THAT CONSERVATIVE LEAD OVER LABOR IS MUCH SMALLER, 7 PERCENT. DETAILS OF THIS POLL WERE AS FOLLOWS: CONSERVATIVE, 47 PERCENT; LABOR, 40 PERCENT; LIBERALS, 10 PERCENT; AND OTHERS, 3 PERCENT. THE MORI POLL WAS A NATION-WIDE SCIENTIFIC RANDOM SAMPLE OF 2,154 RESPONDENTS.

3. COMMENT. MORI, WHICH DOES THE PRIVATE POLLING FOR THE LABOR PARTY, HAS HAD THE BEST RECORD OF ANY POLLING ORGANIZATION IN THE PAST SEVERAL GENERAL ELECTIONS. BECAUSE OF ITS BETTER METHODOLOGY AND LARGER SAMPLE, THE MORI RESULTS SHOULD BE MORE RELIABLE THAN THOSE OF THE GALLUP POLL. ACCORDING TO MORI'S DIRECTOR, BOB WORCESTER' A CONSERVATIVE LEAD OF LESS THAN 10 PERCENT DEFINITELY PLACES THE OUTCOME OF A GENERAL ELECTION WITHIN THE RANGE OF A LABOR "CLAW BACK".

SPIERS

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Message Attributes

Automatic Decaptoning: X
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Sent Date: 21-Mar-1977 12:00:00 am
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Disposition Remarks:
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TAGS: PINT, PGOV, UK
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